

What is claimed is:

1. A lathering personal cleansing composition comprising:
  - a. from about 0.05% to about 5.0% of an alkyl ethoxylated polymer;
  - b. from about 0.1% to about 5% of a cross-linked acid copolymer;
  - c. from about 0.1% to about 30% of a particulate material; and
  - d. from about 4% to about 30% of a lathering surfactant.
2. The composition according to claim 1 wherein the alkyl ethoxylated polymer is at a level from about 0.1% to about 2.0% of the composition.
3. The composition according to claim 1 wherein the alkyl substitution of the alkyl ethoxylated polymer is selected from the group consisting of mono-alkyl, di-alkyl, tri-alkyl, tetra-alkyl and all combinations thereof substituted alkyl ethoxylated polymers.
4. The composition according to claim 1 wherein the alkyl substitution of the alkyl ethoxylated polymer is selected from the group consisting of di-alkyl, tri-alkyl- and combinations of di-alkyl and tri-alkyl substituted alkyl ethoxylated polymers.
5. The composition of claim 3 wherein the alkyl group is selected from the group consisting of saturated, unsaturated, branched, linear alkyl groups and combinations thereof having from about 12 to about 50 carbon atoms.
6. The composition of claim 4 wherein the number of moles of ethylene oxide is greater than about greater than about 40.
7. The composition of claim 1 wherein the cross linked copolymer is selected from the group consisting of cross-linked acid copolymers, cross-linked maleic anhydride copolymers and mixtures thereof.
8. The composition according to claim 6 wherein the cross-linked acid copolymers is an alkyl substituted copolymer containing a cross-linked copolymer selected from the group consisting of unsaturated carboxylic acid, a hydrophobic monomer, a hydrophobic chain transfer agent, a cross linking agent, a steric stabilizers and combinations thereof.

9. The composition according to claim 1 wherein the cross linked copolymers are alkali-swellable acrylate copolymers.
10. The composition according to claim 1 wherein the particulate materials are selected from the group of cleaning agents, exfoliating agents, skin conditioning agents and mixtures thereof derived from inorganic, organic, natural, and synthetic sources.
11. The composition according to claim 10 wherein the cleansing agents and exfoliating agents are at a level from about 0.1% to about 30% by weight of the composition.
12. The composition according to claim 10 wherein the conditioning agent is at a level from about 0.1% to about 50% by weight of the composition.
13. The composition according to claim 12 wherein the conditioning agent is selected from the group consisting of droplets of emollient oils, skin care actives, vitamins, capsules containing these materials and mixtures thereof.
13. The composition according to claim 12 wherein the capsules are in the range of about 5 to about 3000 microns.
14. The composition according to claim 1 wherein the lathering surfactant is selected from the group consisting of anionic lathering surfactants, nonionic lather surfactants, amphoteric lathering surfactants, and zwitterionic lathering surfactants and mixtures thereof.
15. The composition according to claim 14 wherein the lathering surfactant is at a level wherein the Average Lather Volume of the composition is greater than or equal to about 15 ml.
16. The composition according to claim 15 wherein the lathering surfactant is at a level from about 6% to about 25% by weight of the composition.

17. The composition according to claim 1 wherein the surfactants have a ratio of anionic surfactant to amphoteric lathering and zwitterionic lathering surfactants from about 1.5:1 to about 1:3.
18. The composition according to claim 15 wherein the anionic lathering surfactants is selected from the group consisting of sarcosinates, sulfates, sulfonates, isethionates, taurates, phosphates, lactylates, glutamates, and mixtures thereof.
19. A lathering personal cleansing composition comprising:
  - a. an alkyl ethoxylated polymer;
  - b. a cross-linked acid copolymer;
  - c. a particulate material; and
  - d. a lathering surfactant;wherein the composition has a BYV greater than about 50 dyn/cm<sup>2</sup>.

20. A method for cleansing skin wherein said method comprises washing the surface area of the skin to be cleansed using the composition of claim 19.